PR and Communications Census 2019
If you need numbers to support your PR campaigns, talk to us!

We will work with you to define your target audience and review your questions to ensure you get the very best out of your results.

Our speciality is finding out what people think and do, in all areas of life.

We have worked on projects from Arthritis Sufferers to Small Business Owners, From Car Enthusiasts to Crisp Eaters!

We know how important it is to be sure of the quality of your data, especially when it enters the public domain.

Get in touch for a quick chat about how we can help you!

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“The industry’s growth is relentless, rapidly approaching the one hundred thousand practitioner mark, and the fifteen billion pound value threshold. This growth is being driven by the blending of disciplines working in our favour, powered in many fields by digital.”

This year’s PRCA Census once again provides the definitive analysis of where we are now, and where we are heading. Based on a quite exceptional number of individual practitioner responses, and making use of robust third-party data, this is essential reading for anyone who works in PR and communications. The insight it provides will frame much of the PRCA’s campaigning work over the coming year – our fiftieth.

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The gender pay gap has shrunk, but the fact that we still have a gender pay gap is unacceptable. So we will continue to work with Women In PR and Global Women In PR in this vital area.

There is also excellent news on evaluation. AMEC’s work over the past decade has paid off. We can now safely say that AVEs are dead in the UK. And about time too.

But in too many areas, we are not making progress. There has essentially been no movement on diversity. Mental health is a huge issue, made all the worse by often crushingly long hours. And incomes have declined for agency practitioners, in-house ones, and freelancers alike.

For years now, talent has been the number one headache for PR leaders.

Declining salary levels will only compound this. Our long-standing belief is that evaluation is the answer to this problem. Until we can prove the value that we bring, we will not be able to charge the price that we should, and so to pay people the amount that they deserve. So we now double down on our work with AMEC, to build on our shared progress in this field, so that a growing industry will also mean a better rewarded one.

So – much to celebrate, but much more still to do.

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Executive Summary

**£14.9bn**
Value of UK PR and communications industry

**95,000**
Practitioners in PR and communications

**SUMMARY**
In 2019, the PR and communications industry is worth £14.9 billion. The industry has grown by 7.9% since 2018 when the industry was worth £13.8 billion.

The PR and communications industry has grown to 95,000 employees. This shows significant growth since 2018 when there was a total of 86,000 employees.

**DIVERSITY**
PR and communications is a female-dominated industry. It is 67% female and 33% male.

The industry is overwhelmingly young - the most common age range is 25-34. The median age in the industry is 33.

The industry is overwhelmingly White and British. It is 80% White British and 9% Other White. Therefore, White professionals make up 89% of the industry, which has not changed since last year. The number of non-White professionals has increased from 9% to 10%.

This year we asked about mental health for the first time in the history of the Census. 32% of PR professionals have suffered from, or been diagnosed with, mental ill health.

**OPINIONS**
50% believe that PR is a profession; 42% believe that PR is an industry.

Impressions are the preferred evaluation metric or process – 16% use this evaluation metric. The use of AVEs has dropped to 7% this year.

The main tasks that have increased in importance are digital, online communication, SEO, and reputation management.

The main tasks that have decreased in importance are sales promotion, writing articles/newsletters, and general media relations.

**WHAT DO WE DO?**
The top duties this year are communications strategy development, general media relations, corporate public relations, and media relations strategy planning.

The leading sectors across the industry are technology, consumer services, property/construction, and health/pharmaceutical.

17% of agencies are made up of 11-25 people with an annual turnover of between £500,000 and £2.5 million. 30% of in-house teams are made up of 2-5 people.

**EMPLOYEE WELLBEING**
On average, PR professionals work 45 hours a week which is 10 hours more than they are contracted to work. Similarly, 32% of PR professionals make work-related calls and emails outside of office hours.

The most popular forms of flexible working are flexitime and working from home one day a week. Flexitime is up by 8%. 31% of PR and communications professionals do not take advantage of any flexible working opportunities, but this is down by 4%.

**SALARIES**
The average salary across the industry is £42,700, down from £45,950.

The average salary at agencies is £41,846, down from £45,865.

The average in-house salary is £43,300, down from £46,078.

The average freelancer income is £49,069, down from £50,966.

**GENDER PAY GAP**
The industry gender pay gap sits at 13.6% which is lower than last year’s figure of 21%. The pay disparity between female and male employees is £6,412.
We are trailblazers in Inclusion & Diversity for the PR & Marketing sector.

We introduced the first ‘returnships’ in PR through our Back2businesship programme and CAMPAIGN named us a top ten ‘trailblazer for change’ for our work through BAME2020.

This year we are partnering with the PRCA Census, because...

• We all know that the % of BAME employees in PR agencies needs to rise.
• In a near full employment market it is too easy for recruiters to rely on moving the same talent from agency to agency. This leads to wage inflation and a workforce that has little loyalty & commitment to their employers. New pipelines of talent create a better balance in the market.
• We want PRCA member agencies to put more pressure on their recruitment partners to demonstrate what they are actively doing to increase the pipeline of BME talent into the PR industry.
• Over 20% of f1 candidates come from BAME backgrounds through the recommendation networks we have been building since we started business in 2004. Yet we are rarely asked to evidence our inclusion statistics to companies we are talent partners with.

Your in house talent teams and external talent partners are part of the solution as well as part of the problem. So engage with them and ask them about their plans to help your agency hire & develop more BAME professionals.

To find out more about f1’s diverse candidate portfolio for your current and future recruitment needs please email: amanda@f1recruitment.com
GENDER
The PR and communications industry continues to be predominantly female, with 67% identifying as female. This is up from 66% in 2018.

AGE
The most common age range is 25-34. The median age of the PR and communications industry is 33.

ETHNIC ORIGIN
As in previous years the ethnic makeup of the PR and communications industry is predominantly White British. This figure is up from 78% to 80% this year. However, the figure for Other White (e.g. European, American) has dropped from 11% to 9%. White practitioners still make up 89% of the industry.

Non-White ethnic groups make up 10% of the industry, which represents a 1% increase since 2018. Following a trend from previous years, younger PR professionals tend to be more ethnically diverse. For example, 13% of practitioners between the ages of 25-34 identify as non-White. In contrast, no one in the 65+ age bracket identifies as non-White. Therefore, there is hope that the industry will eventually become more diverse in the coming years.

This trend appears to be the same when ethnic origin is broken down by job level. Board Directors and Partners are the least diverse, with 89% identifying as White British. Similarly, 84% of Chairmen and Managing Directors identify as White British. In contrast, 77% and 78% of Senior Account Executives and Account Executives identify as White British respectively.

NATIONALITY
Unsurprisingly, British nationals make up the majority of the PR and communications industry, at 88%. This is up from 86% in 2018. This makes sense given the 2% increase in White British professionals this year.

Non-UK EU nationals are again the second most represented nationality in the industry, at 6%. This represents a 1% decrease since 2018. According to the ONS, there are 3.7 million EU citizens living in the UK, which is equal to 6% of the UK population.

6% of PR and communications professionals are nationals from outside the EU or have dual nationality. This represents a 2% increase since 2018 and for the first time this figure is equal to the number of the Non-UK EU nationals in the industry.

SEXUAL ORIENTATION
85% of communications professionals identify as heterosexual, down from 86% in 2018. 5% identify as gay, which has not changed since 2018. However, the number of professionals identifying as bisexual has increased from 2% to 3%. Around 7% of respondents preferred not to answer this question.

DISABILITY
Around 4% of PR and communications professionals consider themselves to have a disability, which remains unchanged since 2018. According to the ONS Labour Force survey in 2018, there are more than 3.7 million disabled people in work.
MENTAL HEALTH

For the first time, we asked respondents about their mental wellbeing, and 32% of respondents said they had suffered from, or been diagnosed with, mental ill health. 62% said they had not. 6% declined to answer. The PRCA also runs a separate annual mental health survey, in which 60% of respondents said they had suffered from, or been diagnosed with, mental ill health.

EDUCATION

71% of PR and communications practitioners have attended a state-run or state-funded school, which represents a 2% increase since 2018. 20% attended an independent fee-paying school. Finally, 7% attended a school outside of the UK.

Agency professionals are more likely to have attended an independent school, compared to in-house practitioners and freelancers. 23% of agency professionals said they had attended an independent school, compared to 14% and 17% of in-house employees and freelancers respectively.

When analysed by age, older professionals are more likely to have been educated at an independent fee-paying school. 31% of respondents in the 55-64 age bracket were educated at an independent school, compared to 17% of respondents in the 25-34 age bracket.

When it comes to higher education, 80% of PR and communications professionals have an undergraduate degree. This is particularly the case amongst younger professionals; on average 82% of employees between the ages of 18-44 have an undergraduate degree. This drops to 68% in the 45-54 age bracket and 65% in the 55-64 age bracket. Masters degrees are less prevalent, as 22% of professionals are educated to this level. Professionals aged 35-44 are most likely to have a Masters Degree, at 28%.

SOCIAL MOBILITY

We asked respondents whether they had received free school meals or household income support during their school years, to give us a better picture of social mobility within the industry.

13% of respondents said their household had received income support, which is up from 12% in 2018. A similar increase was seen in the percentage of employees who received free school meals, which went up from 10% to 11%.

LANGUAGES Spoken

Apart from English, French (12%) and Spanish (5%) are the most commonly spoken languages in the industry. This is followed by German (4%), Italian (1%), and Mandarin (1%). 78% of respondents said they do not speak any additional languages, which is up by 3% since last year.
Opinions

We are Racepoint Global. What makes us different is the importance we place on cultivating and retaining the top thinkers and doers in the industry. The result is bold work that stands apart from what’s NOW and embraces what’s NEXT.
IS PR A PROFESSION OR AN INDUSTRY?

50% of PR practitioners believe that PR is a profession. This has dropped from 56% since last year. 42% of practitioners believe that PR is an industry — this has increased from 36% since last year. Only 6% of respondents said that PR is neither a profession nor an industry.

In-house employees overwhelmingly said that PR is a profession (65%). Similarly, 58% of freelancers said the same thing. 51% of agency people said that PR is an industry. Only 28% of in-house practitioners agree with this statement.

Younger PR practitioners tend to believe that PR is an industry — 52% of practitioners in the 18-34 age bracket believe this. In contrast, 61% of practitioners in the 35-65 age bracket believe that PR is a profession.

EVALUATION

This year, we gave respondents more options for their favourite evaluation metric or process. The most popular evaluation metric or process is impressions at 16%. This is followed by other evaluation methods (13%), Barcelona Principles 2.0 (9%), Integrated Evaluation Framework (9%), PESO (7%), and Advertising Value Equivalents (7%). Encouragingly, the use of AVEs has dropped by 5% since 2018.

26% do not use any PR evaluation metrics, which is down from 33% in 2018. In-house employees are less likely to use any PR evaluation metrics, at 29%, followed by 28% of freelancers, and 24% of agency professionals.

TASKS AND ROLES

Increase in importance

The tasks that have increased in importance are digital (52%), online communication (28%), SEO (17%), and reputation management (19%). These have largely remained the same since last year. However, SEO has regained its position over reputation management.

27% of agency professionals believe that SEO has increased in importance compared to 10% of in-house employees. Agency professionals, in-house employees, and freelancers generally agree on all the other tasks.

Decrease in importance

The tasks that have decreased in importance are sales promotion (29%), writing articles/newsletters (19%), general media relations (17%), and event planning/organisation (16%). Writing articles and newsletters has decreased in importance by 3% this year.

Only 7% of freelancers said that writing articles and newsletters has decreased in importance, compared to 21% of agency professionals and 18% of in-house professionals.

27% of freelancers believe that general media relations has decreased in importance, compared to 17% of agency professionals and 15% of in-house professionals.
Power Brand Performance

Strengthen your media intelligence and knock out the competition with insights that pack-a-punch. Our heavyweight data really delivers.

Our world leading content and data suite is powered by:

- Global news database & licensed content: 2.5m online & 40k premium sources
- Award winning media monitoring, social listening & analytics*
- Big data platform and API integration
- In-house team of expert media analysts for bespoke curation and reports
- 40+ years of archived worldwide news

*LexisNexis Newsdesk won SIIA Business Technology CODiE Award of 2017 for ‘Best News Media Monitoring Solution,’ and 2018 for ‘Best Content Analytics Solution.’ LexisNexis, LexisNexis Newsdesk and the Knowledge Burst logo are registered trademarks of RELX Inc. Other products or services may be trademarks or registered trademarks of their respective companies. © 2019 LexisNexis. All rights reserved. UK-RES-0219
MAIN DUTIES

The top duties listed this year are communications strategy development (16%), general media relations (14%), corporate public relations (9%), and media relations strategy planning (8%). This has largely remained the same as last year. However, corporate public relations has dropped significantly since 2018. It was listed as the top duty last year at 22%, so we are looking at a 13% drop.

General media relations is the second most listed duty, despite being viewed as a task that has decreased in importance over the past year.

COMMUNICATIONS STRATEGY DEVELOPMENT

Communications strategy development tends to lie with the senior management team at agencies and in-house teams. 29% of Chairmen and Managing Directors classify communications strategy development as their main role, compared to 1% of Account Executives. A similar trend is seen in in-house teams where 31% of Directors claim that communications strategy development is their main role, compared to 6% of Executives.

Meanwhile, media relations strategy planning is a middle-management role. At agencies, 29% of Senior Account Directors take responsibility for this role, compared to 6% of Chairmen and Managing Directors, and 8% of Account Executives. It is a similar picture within in-house teams, where 11% of Heads of Unit take responsibility for this role, compared to 3% of Directors and 2% of Senior Executives.

MEDIA RELATIONS

On the other hand, general media relations is led by junior members of agencies and in-house teams. At agencies, 39% of Account Executives consider media relations to be their main role, compared to 6% of Chairmen and Managing Directors.

Within in-house teams, 22% of Executives claim responsibility over this role, compared to 3% of Directors.

CORPORATE PUBLIC RELATIONS

Agency Account Managers and Account Directors tend to take responsibility for corporate public relations. 13% of Account Directors and Account Managers take responsibility for this role. However 5% of Chairmen and Managing Directors and 9% of Account Executives do so.

Within in-house teams, 14% of Senior Managers and Senior Executives assume responsibility over corporate public relations. In comparison, 7% of Heads of Unit do so.
62% of respondents say that more than 80% of their role is focused on PR and communications related activities. This has increased significantly since 2018 when 44% of respondents said the same thing. This figure remains consistent across agency, in-house, and freelancer roles. This reverses a trend in previous Censuses which showed that in-house employees and freelancers were spending less time on PR activities by diversifying their roles.

Following on from a trend in previous Censuses, Account Managers and Account Executives spend the most time on PR activities. 80% of Account Executives and 74% of Account Managers say they spend more than 80% of their time on PR activities. In contrast, 43% of Chairman and Managing Directors can say the same thing.

It is a similar picture within in-house teams, where on average 70% of Executives spend more than 80% of their time on PR activities. In comparison, 41% of Directors can say the same thing.

MAIN SECTORS
Following on from 2018, technology and consumer services are the top sectors in the PR and communications industry. Technology has grown from 29% to 35% this year, while consumer services has seen modest growth from 21% to 22%.

This is followed by property/construction (17%) and health/pharmaceutical (17%), which has increased from 14%. Business services has dropped from 18% to 16% this year.

17% of agencies are made up of 11-25 people. This represents a 12% decrease since 2018. 51% of these agencies have an average annual turnover between £500,000-£2.5 million pounds.

The second largest size bracket is 26-50. 15% of agencies are this size. 49% of these agencies have an annual turnover between £2.5 million and £5 million.

Last year, the second largest category was 100-250 employees. 15% of respondents reported that their agencies were this size. This year, this has dropped to 10%.

30% of in-house teams are made up of 2-5 people. This has not changed significantly since last year. This is followed by teams of 11-25 people at 18%, which has increased by 3% since 2018. This is an encouraging sign that companies are investing in their PR and communications teams. Last year, the second largest category was 6-10 people, which has dropped slightly from 15% to 14% this year.

4% of respondents say that PR is just part of one person’s job, which has dropped by 3% this year. On the other hand, 8% of respondents say that their team is made up of more than 100 people, which has increased by 4% this year.
Employee Wellbeing

MAXIMISE YOUR MESSAGE

CONNECT TO AUDIENCES THROUGH CREATIVE CONTENT

In a world where attention spans are now measured in thumb-swipes on a mobile, we know how to cut through the blur of competition to deliver campaigns with headlines that make people stop, think and engage.

We translate your values and messages into creative, multimedia content that places your brand at the heart of the nation’s conversations.
The top four benefits that PR and communications professionals currently take advantage of are: pension contribution (67%), subscriptions to professional bodies/journals (28%), sick pay schemes (27%), and private medical insurance (25%). Pension contribution has increased by 2% since 2018.

Other popular benefits are staff performance bonuses based on overall company performance (23%), time out to participate in volunteering/charities (22%), exercise classes/gym membership (21%), and schemes to encourage healthy lifestyles (21%). The use of gym memberships has increased by 8% this year.

12% of professionals do not take advantage of any benefits, which has dropped by 4% since 2018. Unsurprisingly, 64% of these professionals are freelancers.

On average, 62% of PR and communications professionals are contracted to work 35 hours a week. However, in reality only 21% of them work those hours. 50% end up working 45 hours a week, when in fact 32% are contracted to work these hours.

This figure reflects trends in previous Censuses, but this year there has been a 5% increase in the number of people working an additional 10 hours a week. In addition, 19% of respondents claim to work 55 hours a week. This has dropped slightly, by 1%.

Finally, 6% of respondents say they work more than 60 hours a week. Encouragingly this figure has dropped by 4% since last year.

Senior staff members at agencies are more likely to work overtime. 29% of Managing Directors claim to work more than 55 hours a week, and an additional 25% say they work more than 60 hours a week.

33% of Senior Account Directors work more than 55 hours a week. Although only 4% work more than 60 hours a week.

In contrast, 14% of Account Executives claim to work more than 55 hours a week, and none work more than 60 hours a week. The majority (68%) work 45 hours a week.

Finally, 62% of Managing Directors pick up emails and calls outside of office hours every day, whereas 17% of Account Executives do the same.
IN-HOUSE

It is a similar picture at in-house teams, where 46% of Directors work 55 hours a week, 22% of Heads of Unit work 55 hours a week. Only 9% of Executives do the same.

There seems to be a better work-life balance at in-house teams, as working more than 60 hours a week does not seem to be the norm. 8% of Directors claim to work these hours. This increases to 10% for Heads of Unit. No Executives claim to work these long hours.

54% of Directors pick up emails and calls outside of office hours every day, and 41% of Heads of Unit do the same. Only 4% of Junior Executives do so.

FLEXIBLE WORKING

The most common forms of flexible working are flexitime (flexible start and finish times) (41%), working from home at least one day a week (31%), and shorter working days (12%).

The number of people working flexitime has increased by 8% this year. The number of people working from home at least one day a week has dropped by 2%.

Senior staff members are more likely to work from home. 43% of Managing Directors and 50% of Directors do so at least once a week. In comparison, only 10% of Account Executives do the same. This increases to 35% for in-house Executives, which suggests that flexible working is more widely available throughout in-house teams.

10% of the industry work part-time: 12% of women do so, and 7% of men do so. Around 75% of those who work part-time do so because they are responsible for maintaining a family and a home. Overwhelmingly, 83% of part-time women do so for this reason, compared to 40% of part-time men.

31% do not take advantage of any flexible working arrangements, which is down by 4% since 2018.

TRAVEL

Inside the UK

In the past three months, 11% of professionals have travelled fairly often (more than once a month, up to once a week) within the UK. 40% say they don’t travel very often (at least once in the past three months, up to once a month). 11% say they travel very often (more than once a week on average). These figures remain fairly consistent across agency, in-house teams, and freelancers.

Account Directors are most likely to travel fairly often, with 53% saying they do so. This is followed by 47% of Managing Directors. At the bottom end of the scale, 28% of Account Executives say they travel very often.

At in-house teams, 41% of Heads of Unit travel for work fairly often, followed by 33% of Directors. Only 14% of Junior Executives travel for work fairly often.

Outside the UK

59% of respondents do not travel outside of the UK for work at all, which has increased by 4% this year. 11% say they travel outside the UK fairly often, and only 2% do so very often.
Salaries

AVERAGE SALARIES

The average salary for all PR and communications professionals is £42,700. This is a decrease since 2018, when the average salary was £45,950. In general, salaries are lower across agency, in-house, and freelance.

AGENCY

The average annual salary for agency professionals is £41,846, down from £45,865 in 2018. This figure is slightly lower than the industry average.

The highest average salary at an agency level is at the Board Director/Partner level at £74,849. The average Chairman/Managing Director earns £66,887, which is slightly higher than the 2018 average of £66,108.

An Associate Director earns on average £59,072, which has decreased slightly from £60,785 in 2018.

Both Account Managers and Account Directors have seen increases in their average salaries. Account Managers have seen their salaries increase from £31,793 to £32,389. Likewise, Account Directors have seen their average salary increase from £45,394 to £45,942.

Finally, the average Account Executive salary is £22,374, which has increased from £21,101.
IN-HOUSE

The average annual in-house salary is £43,300 which is slightly higher than the industry and agency average. However, on average in-house salaries have decreased by 6.02% since 2018 when the figure was £46,078.

When broken down by job levels, in-house Directors have the highest pay, at £68,973. Directors have seen their salaries drastically decrease from £74,349 since last year.

In contrast, Heads of Unit have seen their average salaries increase this year from £56,951 to £58,813. Junior Managers have seen the biggest increases in salary, from £36,712 to £39,154.

Salaries for Senior Managers have remained at roughly the same level, at £48,097.

Salaries for Junior Executives and Senior Executives have decreased significantly this year, reversing last year’s increases. Junior Executive salaries have decreased from £27,794 to £24,807, while Senior Executive salaries have decreased from £32,890 to £29,902.

FREELANCE

The average annual freelancer income is £49,069, which has decreased slightly from £50,969.

SECTOR PAY

Agency

The highest paid salaries in agencies go to those that work for local government, business services, and automotive clients. The least well-paid sectors are those that have non-departmental bodies (public sector), charities, and the NHS as clients. NHS accounts were the third highest-pay sectors last year, so this year’s drop is significant.

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<th>SECTOR</th>
<th>AVERAGE SALARY</th>
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</table>
In-house

The highest paid in-house roles are in technology, financial services, and consumer services. The lowest paid roles are in local government, charities, and central government sectors. Consumer services has gone from one of the lowest paying sectors to one of the highest paying sectors this year.

**PAY RISES**

59% of PR and communications professionals have received a pay rise in the last 12 months. This is 2% more than in 2018. However, the average pay rise has decreased from 7.18% to 6.18%.

On average, agency professionals received higher pay rises than their in-house counterparts. The average pay rise for agency professionals is 7.62%, which is higher than the industry average. The average pay rise for in-house professionals is 3.57%. Finally, the average income rise for freelancers is 9.83%, again higher than the industry average.

<table>
<thead>
<tr>
<th>SECTOR</th>
<th>AVERAGE SALARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>£54,845</td>
</tr>
<tr>
<td>Finance / financial services</td>
<td>£51,434</td>
</tr>
<tr>
<td>Consumer services, media, &amp; marketing</td>
<td>£45,332</td>
</tr>
<tr>
<td>Health / pharmaceutical</td>
<td>£44,691</td>
</tr>
<tr>
<td>Non-departmental body (public sector)</td>
<td>£41,511</td>
</tr>
<tr>
<td>Business services</td>
<td>£40,632</td>
</tr>
<tr>
<td>Local government</td>
<td>£39,948</td>
</tr>
<tr>
<td>Charity / NFP / 3rd sector</td>
<td>£39,769</td>
</tr>
<tr>
<td>Central government</td>
<td>£37,734</td>
</tr>
</tbody>
</table>
Gender Pay Gap

INDUSTRY-WIDE GENDER PAY GAP

The gender pay gap in the industry currently sits at 13.6%, down from 21% in 2018. According to the ONS, the gender pay gap for full-time employees in the UK is 8.6%. The ONS gender pay gap figure for all employees (including part-time and full-time employees) is 17.9%. The Census figure includes both part-time and full-time employees.

The pay disparity between men and women fell from £11,364 to £6,412 this year. The average male salary is £47,063, while the average female salary is £40,651.

AGENCY

The pay disparity between men and women is higher at agencies in comparison to the wider industry. On average, female agency employees earn £40,453, while male agency employees earn £47,820. The agency gender pay gap is 15.4% - lower than last year’s figure of 23.5% but still higher than the industry average.

The gender pay gap is the most pronounced at senior levels, specifically at the Managing Director level at 14.7%. This figure is lower than the 2018 figure of 27%. The second largest gender pay gap in agencies is at the Board Director and Partner level at 10.8%, which is a stark difference to the 6% gender pay gap in favour of women at this level last year.

There is a gender pay gap in favour of women at the Account Executive level (14%) and the Senior Account Manager level (8.9%). At all other levels there is a slight gender pay gap in favour of men, the largest being at the Account Manager level at 6.5%.
IN-HOUSE

The gender pay gap across in-house teams is 6.9% - this is 6.7% lower than the industry average. The gender pay gap is most prominent at the Head of Unit level at 15.7%. The gender pay gap at Director level is 3%, which is 2% higher than last year but still significantly lower than the agency equivalent. At the Senior Manager and Junior Manager level, the gender pay gap is in favour of women by 6% and 1.7%. However, at the Executive level there is a gender pay gap in favour of men, most noticeably at the Junior Executive level, at 7.1%.

CHILDREN/DEPENDENTS

30% of PR and communications professionals have children or dependents, which is 9% lower than in 2018. 35% of men have children or dependents, compared to 27% of women.
**LONDON**

**Diversity**
- 32% Male
- 68% Female
- 72% White British

**Evaluation**
- 15% Impressions
- 5% AVEs

**Salary**
- Average salary: £46,138
- Average pay rise: 6.97%

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**SOUTH WEST**

**Diversity**
- 43% Male
- 57% Female
- 91% White British

**Evaluation**
- 15% Impressions
- 13% AVEs

**Salary**
- Average salary: £41,096
- Average pay rise: 3.87%

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**SOUTH EAST**

**Diversity**
- 29% Male
- 71% Female
- 91% White British

**Evaluation**
- 19% Impressions
- 8% AVEs

**Salary**
- Average salary: £39,517
- Average pay rise: 5.43%

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**EAST OF ENGLAND**

**Diversity**
- 24% Male
- 77% Female
- 94% White British

**Evaluation**
- 21% Impressions
- 18% AVEs

**Salary**
- Average salary: £42,700
- Average pay rise: 5.45%
Diversity
36% Male
64% Female
88% White British

Evaluation
18% Barcelona Principles 2.0
4% AVEs

Salary
Average salary: £38,024
Average pay rise: 5.13%

Top sectors
Agency: 38% Food, beverages, and tobacco
In-house: 23% Charity/third sector/NFP

Top duties
15% General media relations
14% Corporate public relations

NORTHERN IRELAND

Diversity
8% Male
92% Female
58% White British

Evaluation
17% Impressions
17% AVEs

Salary
Average salary: £38,726
Average pay rise: 6.56%

Top sectors
Agency: 57% Business services
In-house: 60% Non-departmental body/agency (public sector)

Top duties
42% Communications strategy development

Hire a PRCA Apprentice

Passionate about bringing fresh talent into the industry?
With a stronger call for diversity in the workplace, apprenticeships bring in eager learners from all walks of life. The PRCA is the sole apprenticeship provider of the Level 4 Diploma in PR.

Why hire a PRCA Apprentice?

1. An apprenticeship ensures the skills developed are matched to your organisation’s needs.
2. 75% of PRCA Apprentices stay with the same employer after their apprenticeship.
3. The average apprentice increases business productivity by £214 per week.
4. Apprentices often bring a fresh approach and a positive attitude to the workplace.
5. Apprenticeships promote diversity in the workplace and fulfill your CSR requirements.
6. PRCA Apprentices get PRCA Membership and are supported by training courses.
7. Our recruitment service makes hiring an apprentice stress-free.
8. The PR and Communications Apprenticeship is funded through the Apprenticeship Levy and employers can pay as little as £450, with Government assistance.

“...

Our apprentices enjoy combining their studies with practical media work, and feel motivated and empowered to start their career after they have finished with us.

Andrew Thorp MPRCA,
Media Relations,
The Scouts

For more information about the PRCA’s PR Apprenticeship programme, contact Stephanie.Umebuani@prca.org.uk

www.prca.org.uk 0207 233 6026
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